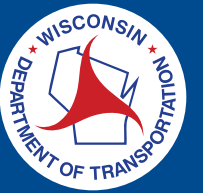


# Preparation Roadmap

Tips to stay engaged with the project and prepare your business for success—from start to finish



# Preparation Roadmap

Tips to stay engaged with the project and prepare your business for success—from start to finish



## Before the project

|  | Notes and Next Steps |
|--|----------------------|
| <input type="checkbox"/> Attend public involvement meetings, where there's opportunity to connect with project staff and other businesses located within a project's footprint. Begin making lists of key contacts—and let project staff know how to stay in touch with you. |                      |
| <input type="checkbox"/> Learn about the project goals, benefits and anticipated impacts. Note that some of this information for the larger and more impactful projects can be found on <a href="https://wisconsindot.gov">Wisconsindot.gov</a> .                            |                      |
| <input type="checkbox"/> Share with the project team any unique needs of your business, such as upcoming events, as well as access needs, questions or concerns.   |                      |
| <input type="checkbox"/> Inform WisDOT staff of any future community events that may require additional coordination.  |                      |
| <input type="checkbox"/> Request to be included on any public email lists that may be created for the project.   |                      |

## 1 year before construction—Begin business coordination

|   | Notes and Next Steps |
|---|----------------------|
| <input type="checkbox"/> Identify and list concerns about access, parking, deliveries and other logistical elements that may impact your business.  |                      |
| <input type="checkbox"/> Keep an updated list of key project contacts and continue discussion with project staff and other businesses in the project footprint regarding questions, comments and concerns.    |                      |
| <input type="checkbox"/> Begin to think about temporary signage and other need-to-know information to help customers and employees navigate the work zone.  |                      |
| <input type="checkbox"/> Brainstorm a promotional campaign. This could be unique to your business or in partnership with neighboring properties to establish a consistent theme, tagline or logo.             |                      |
| <input type="checkbox"/> Look for opportunities for partnerships, promotions and resources that extend beyond your business by discussing with other businesses, local business groups and local governments. |                      |

## 6 months before construction—Get your neighbors, partners and employees involved and continue prep work

|   | Notes and Next Steps |
|---|----------------------|
| <input type="checkbox"/> Get your employees and other partners involved: <ul style="list-style-type: none"><li>• Share project details</li><li>• Discuss concerns</li><li>• Invite them to participate in construction preparation activities</li></ul> |                      |
| <input type="checkbox"/> Obtain information on detour routes and other project updates as plans are finalized.  |                      |
| <input type="checkbox"/> Ask questions about how the project team will communicate with businesses and share your ideas.  |                      |
| <input type="checkbox"/> If applicable, understand the temporary sign permit process and ask questions as needed.   |                      |
| <input type="checkbox"/> Learn about detour routes, construction staging plans and other project updates as they become available.  |                      |

# Preparation Roadmap

Tips to stay engaged with the project and prepare your business for success—from start to finish



## 2 months before construction—Gather final project details and complete promotional materials and construction preparation plans.

| Notes and Next Steps   |  |
|--|--|
| <input type="checkbox"/> Prepare for detours: <ul style="list-style-type: none"><li>• Identify delivery locations</li><li>• Notify delivery drivers of changes</li></ul>   |  |
| <input type="checkbox"/> Kick-off promotional campaign or other communication efforts to prepare customers for what to expect during construction. <ul style="list-style-type: none"><li>• Set up social media pages or email lists</li><li>• Consider creating personalized maps and guides that will help customers navigate the construction zone to find you</li><li>• Distribute flyers and keep all staff up to date with the project to inform customers.</li></ul> |  |
| <input type="checkbox"/> Hold a final pre-construction coordination meeting with the involved businesses and associations.   |  |

## During construction—Execute your plan for events and promotions. Connect early and often with the project team.

| Notes and Next Steps   |  |
|--|--|
| <input type="checkbox"/> Stay positive, be patient and focus on the end result.  |  |
| <input type="checkbox"/> Work with staff to maintain a positive mindset; keep staff up to date with the project so there's a consistent message to customers.            |  |
| <input type="checkbox"/> Keep project contact list current and stay in touch with the project team to discuss business needs such as access, parking and special events. |  |
| <input type="checkbox"/> Execute promotional strategy and keep an open mind to promotional opportunities that may emerge through the course of the project.              |  |
| <input type="checkbox"/> Check in with other businesses in the project footprint to coordinate cross-promotions.   |  |

## After construction

| Notes and Next Steps   |  |
|--|--|
| <input type="checkbox"/> Let customers know the project is complete—and encourage them to come visit you.  |  |
| <input type="checkbox"/> In communications, consider stressing advancements in safety, navigation or walkability.  |  |
| <input type="checkbox"/> Some businesses may consider promotions, which might range from discounts through a ribbon-cutting or special event in partnership with other businesses. |  |